

Number of attendees: 258

PhiliFUR 2022: Into the Cyberspace is the first convention that Furry Brigade Convention Management Services has organized. The company was registered by October 2022 and was operational by January 2022 and had planned 5 events, namely: Introduction, Fursuit 101, YouTube Shenanigans, Dance Competition, and the Rave.

Of all the 5 events, only one had been canceled due to low attendance, Dance Competition.

Action Items

Advertising

Prospective attendees notice inconsistent marketing/theming materials.

Solution:

1. Unifying the marketing team so that the design is consistent
2. Implement stricter control over content posting

FB advertising had not reached more prospective attendees or not implemented correctly.

Considerations:

1. Attendees reported that the FB advert had not reached them. This might be caused by the shorter advert timeframe (March 2022 only)

Solution:

1. Make FB advertisements longer.
2. Also consider other advertising platforms.

Tickets/Ticketing

Issue with tickets that it took longer and caused long lines,

Solutions:

1. Fix the CAS system and prepare beforehand.
2. Provide the 2 lines for onsite and online tickets, the online tickets should be enforced to use the QR code (Print or digital is fine)
3. Prepare a phone to be used to scan online tickets
4. Provide instructions for Online tickets to avoid confusion
5. Online tickets that didn't go through must be paid onsite, providing the unpaid tickets.
6. Prepare coins or change 2 months before the con.
7. Early bird tickets will now get "Holocards" provided by a third-party provider.

Issues with wristbands being flimsy

Solutions:

1. Use badges instead

Venue

Request for hotel

Solution

1. None yet, security and Terms of Service needs to be stricter due to the difference of having a hall vs. a hotel.

Safety/Security

Issue with sexual and “too touchy” attendees.

Solution:

1. Prepare a poster for the safety guidelines that illustrates what not to do, “sexual acts” in fursuits or not.
2. Any reports of a certain person must ask the accused for evidence or proof if the report was true.
3. Prepare the guard to entrance/exit to prevent anyone from coming inside without buying tickets.
4. The entrance will be changed because the exit looks like the main entrance, also prepare signs.
5. Harassment of any kind should be reported to the con security or the con head to mitigate the situation
6. Assign specific locations where staff/ushers/securities are located. This can help attendees approach them easily if there are any further concerns during the event
7. Security must check con pass before letting attendees enter and exit

Workforce

Roles are not set and confusion sets in.

Solutions:

1. Set all shifts accordingly to avoid too much workload on one staff member.
2. Roles set for better effectiveness of the job with collaborations.

Conbook

Conbook was rushed.

Solutions:

1. Prepare instructions and allocate the page limits and who will draw or add content to that page.
2. Prepare sticker arts solely for Kimat
3. Attendees love the idea of the empty space. Keep it at 4.

Tables/Chairs

Missing chairs and more.

Solutions:

1. Ask and record the exhibitors after they have rented the slot required chairs to be prepared.

Fursuit Lounge

Not being used.

Solutions:

1. We will use the suits as it worked before, it would be better to put a sign and just allocate the staff storage to another location, unless we have 2 halls we can use.
2. prepare signage for it.
3. Bigger space for fursuit lounge

Prepare the events

Some events were edited or removed.

Solutions:

1. finalize the event and make sure it stays,
2. competition is still up for debate whether the attendee can get a Holocard as a prize or lanyard.
3. Make the events attentive and hyped so that attendees will participate and listen

Staff management

Some staff members during onsite have nothing to do or need training

Solution:

1. Time shift will be added, all staff after the shift can do what they want to do on the con.
2. Training will be a month or 2 weeks minimum for rehearsals of the task to avoid issues, as this is a minimal requirement, for them to handle the ticketing or stagehands with minimal supervision.

Financials

Sponsor/Investments	192,221.48
Incomes	
Ticket Sales (excl. VAT)	126,347.70
Booth Rental (excl. VAT)	23,214.29
Expenses	
Accounting (up to September 2022)	34,878.30
Advertising	999.51
Conbook Printing	20,035.00
Event Hardware (Curtains, electrical, clothing)	25,508.00
In-kind volunteer payment	11,172.83
In-cash volunteer payment	19,475.00
IT (Website+ticketing, communications, accounting software programs)	33,718.17
Tables/Chairs	5,200.00
Transportation	5,850.00
Venue	73,750.00
Virtual Office Rent+Business Registration	49,696.66
Security Deposits	
Tables/Chairs	2,000.00
Venue	60,000.00

* Amounts are in Philippine Peso